

**"EXCLUSIVE NIGHT OF ENTERTAINMENT"**  
**FOR MILE REDEMPTION**

The Marlboro "Exclusive Night of Entertainment" program provides Marlboro a platform of interaction with smokers within a smoker-friendly environment.

The Marlboro "Exclusive Night of Entertainment" program is a grassroots program which utilizes the current bar and dance trend with the added enhancement of a special appearance by a major recording artist.

The program is structured to attract the current young adult smokers on our database.

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86/10/7

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**PROGRAM OBJECTIVES**

- Create news and excitement
- Allow YAS an alternate way to use Marlboro miles to gain entry into a YAS event
- Dimensionalize "Ranch Party"
- Utilize the current Marlboro database among YAMS/YAFS
- Extend Marlboro imagery where we have equity in a smoker-friendly environment

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**STRATEGIES**

The overall strategy is to utilize a direct-mail piece mailed to the Marlboro consumers in two markets (three nights in each market) inviting consumers to an "Exclusive Night of Entertainment" featuring an evening with a live major recording artist to perform for 75-90 minutes. Additionally, consumers will have the opportunity to socialize with the artist for approximately 45 minutes for an autograph and picture session. The evening will conclude with a celebrity DJ featuring "dance music" for an additional 2-3 hours at the venue.

- Provide a night of valued entertainment to the first 1,000 invited YAS (and their guests); YAS must be 21 years of age or older and must show up at the venue with 300 Marlboro miles to redeem for entrance
- Provide direct-mail piece/invitation to YAS on database
- Leave behind permanent signage at each venue (neons)
- Provide food from Marlboro cookbook, free non-alcoholic beverages and cash bar

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**PROGRAM ELEMENTS**

The following elements comprise the "Exclusive Night of Entertainment" Program:

- A Marlboro direct-mail piece will be mailed to specific demographics within the Marlboro database 4 weeks prior to program
- Identify and contract the major artists for music event that are presently touring/near or around the recommended Marlboro markets
- Identify and contract venues/clubs with a capacity of 1,500 - 2,000 frequented by the specific demographics in each city
- "Exclusive Night of Entertainment" will be held on Monday, Tuesday or Wednesday to provide a value-added event for both consumers and club owners, and utilize touring bands' available nights
- Identify and contract celebrity DJ/Host to enhance the evening with cutting edge dance music for balance of evening

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**ON-SITE ACTIVITIES**

Banners, neon, etc. will be left behind. Essentially, Marlboro visibility will reinforce its imagery at each venue/club during this time period.

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<b><u>Budget Description</u></b>		<b><u>6 Nights 1,500/night inclding Guest</u></b>	
Guest Catering: Recipes from Marlboro Cookbook	Suggested	\$135,000	9,000 consumers @ \$15.00
Consumer Incentives		\$0	Residual low-end items
Promotional Materials: Neons, Bar Kit (Napkins, Stirrers, etc.)	Banners, Posters,	\$100,000	
Host/Celebrity DJ		\$18,000	\$3,000/night x 6 nights
Leo Burnett		\$25,000	
On Site Execution (Labor)		\$25,000	6 nights x 8 hours x 10 surveyors = 480 hours @ \$15.00 = \$7,200 2 local managers
Management Fee (warehouse administrative costs, staff travel)			- 2 days for 1 day each warehouse/training x 6 events @ \$225 a day = \$1,800
Promotion Management Fee (Promoter - To Be Bid)		\$36,000	8% of Talent
Talent Promoter Travel Expenses		\$9,000	
National Talent		\$450,000	\$75,000/night/performance
Home Economist		\$2,000	2 local caterers (Marlboro recipe)
Venue/Club Fee		\$30,000	\$5,000 for each venue
Tickets for turnaways @ \$10 each		\$6,000	\$1,00 per venue/club (6 nights)
Advertising/Direct Mail		\$100,000	
<b>TOTAL BUDGET</b>		<b>\$936,000</b>	

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**Timeframe:**

4th Quarter

**Markets:**

New Orleans  
Detroit  
St. Louis  
Chicago  
Philadelphia  
Atlanta

**Suggested Artists:**

*Contemporary Rock*

- Radiohead
- Dave Matthews Band
- Sugar Ray
- The Verve
- Third Eye Blind
- Foo Fighters
- Matchbox 20
- Modest, Martin & Wood
- Big Band Voodoo Daddy
- Nitty Gritty Dirt Band
- Kentucky Headhunters
- Bush

*Traditional Rock*

- Aerosmith
- Van Halen
- Tom Petty
- Wallflowers

*Country*

- Travis Tritt
- Marty Stuart

*Urban Contemporary*

- Maxwell
- Lisa Stansfield
- Tony Rich

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**SWOT ANALYSIS**

**STRENGTHS**

- Established Marlboro consumer database
- Recognized as a serious, knowledgeable event sponsor
- Well received by bar and dance community
- Strong executional and team support
- Rapport with smoker-friendly venue/club
- Providing venue with exclusive event at no cost

**WEAKNESSES**

- Missed opportunity to utilize mile redemption for value entertainment
- Missed opportunity to capitalize on Marlboro database
- Missed opportunity for Marlboro to demonstrate it's leadership position

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**SWOT ANALYSIS**

**OPPORTUNITIES**

- Develop relationships and strengthen loyalty young adult smokers 21 years of age and older
- Encourage participation through program uniqueness
- Further extend reach to YAMS/YAFS in a controlled, smoker friendly environment
- High brand visibility throughout program duration

**THREATS**

- Ineffective/inefficient usage of Marlboro consumer database
- Competitive tobacco exclusivity in venue/club
- Missed opportunity in reaching competitive smokers

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**NEXT STEPS**

- |  |               |  |
|--|---------------|--|
| • Obtain management and legal approval to proceed                | June 2        | Presented 6/2 - GF informed program has been approved at 6/16/98 meeting |
| • Coordinate schedule with promoters, club owners, event company | July 10, 1998 |  |
| • Coordinate efforts with Bar/Country Dance Program              | July 13, 1998 |  |
| • Develop creative and cross-functional team to execute          | TBD           |  |
| • In Field   | 4th Quarter   |  |

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